PLAN ELEMENT | **GROW**: Land Use Strategies & Economic Investment

GOAL

Promote sustainable land use development patterns and support of economic development initiatives through quality design and development standards.

LAND USE OBJECTIVES

1. Future Land Use

- Promote planned and strategic growth that includes a broad mix of residential options, commercial uses, civic and institutional facilities, as well as integration of recreation and open space features.

- Provide for a variety of uses, densities and materials in the Central Business District (CBD).

- Allow for live-over-work lofts that provide housing choices for young professionals and families.

- Review/update code to allow for mixed-use development (such as first floor retail and office/residential above), particularly along the Main Street corridor.

- Develop senior housing options.

- Allow for and promote small business opportunities within the Main Street corridor.

- Develop a Hospitality District on the northside of town – lodging, dining, and other tourist amenities.

2. ~~Potential Growth (Annexation) Areas~~ Potential Growth Areas

- ~~Evaluate potential growth areas and prepare annexation study.~~
Evaluate and prepare a feasibility study for areas of potential growth.
- ~~Coordinate any future annexation plans and development with community service and facility providers to ensure adequate levels of service to the Town and new boundaries/growth areas.~~
Coordinate any future plans for growth and development with community service and facility providers to ensure adequate levels of service to the town and new growth areas.

ECONOMIC DEVELOPMENT OBJECTIVES

1. Programs

- Continue to maintain a Redevelopment Commission to aid in the facilitation of economic development.
- Continue to maintain a Tax Increment Financing (TIF) district to allow reinvestment in the downtown infrastructure.

- Create an incubator for small, locally-owned businesses that will continue to reinforce Brookville's small town atmosphere and character.

- Partner with state and other local agencies for grant programs.

- **Industrial:** These areas are suitable for manufacturing, warehousing, distribution, production, and technology based development. This can include both small and large scaled businesses as well as public or semi-public uses that are normally associated with industrial development. Light industrial areas are located near existing infrastructure or areas where infrastructure could be reasonably provided.

- **Civic & Cultural:** These institutional areas include local government, schools, and municipal utilities (cemeteries), museums or historical sites, as well as facilities that serve vital community services, such as the hospital, police and fire.

- **Parks, Recreation, & Open Space:** This land use category includes areas suitable for parks, recreation and open space. This can include public or semi-public uses such as parks and outdoor sports facilities.

- **Natural:** The purpose of areas designated as agricultural or natural is to provide for substantial acreage of contiguous farmland or areas in a natural state where little or no development has occurred. These areas primarily consist of agricultural uses and low density residential and are dominated by crop production, raising of livestock, fruit/vegetable production, pasture lands, and natural areas.

POTENTIAL GROWTH AREAS MAP

Brookville has identified some potential growth areas as shown on the Potential Growth Areas Map. These areas were identified due to proximity of land uses as well as provisions of existing municipal services. It is recognized that over time, the Town may need to grow and look at future areas to provide additional residential, commercial or other needs. ~~Future plans for growth would have to be reviewed and analyzed in a separate Annexation Study that is independent of this planning effort.~~

Future plans for growth would have to be reviewed and analyzed in a separate Growth Study that is independent of this Comprehensive Plan.

COMMUNITY CHARACTER MAP

Placemaking embodies the movement to create more livable communities, identifiable character, and a higher quality of life. The process of place-making celebrates the uniqueness of a community and may include principles such as branding and image, gateways, building architecture, site design, billboards, architecture, transportation, and local land conservation initiatives. The identity of a community comes from its environment, tradition, and culture. A branding of that identity represents the pride of community members, and a promise made to visitors for what to expect when they arrive. In its simplest terms, the brand distinguishes a community in the marketplace. To do so effectively, a brand must be apparent in every facet of the community, including enhancement of corridors, gateways, and public spaces.

Gateways - Wayfinding signage and gateway enhancements creates a sense of welcoming and "place," it is fundamentally important within redevelopment areas. Gateways should offer visitors and residents alike a feeling of arrival and community. Primary gateways are the very first ones visitors see when they cross into the limits of a city and begin forming their impressions of it. As such, gateways can have deep meaning to a city's residents and visitors, as well as potential investors.

Because gateways inherently serve to better define a community — both in terms of a community's physical limits and its identity — the citizens of Brookville should experience an increased sense of livability as the elements are built out.